

FIG. 1

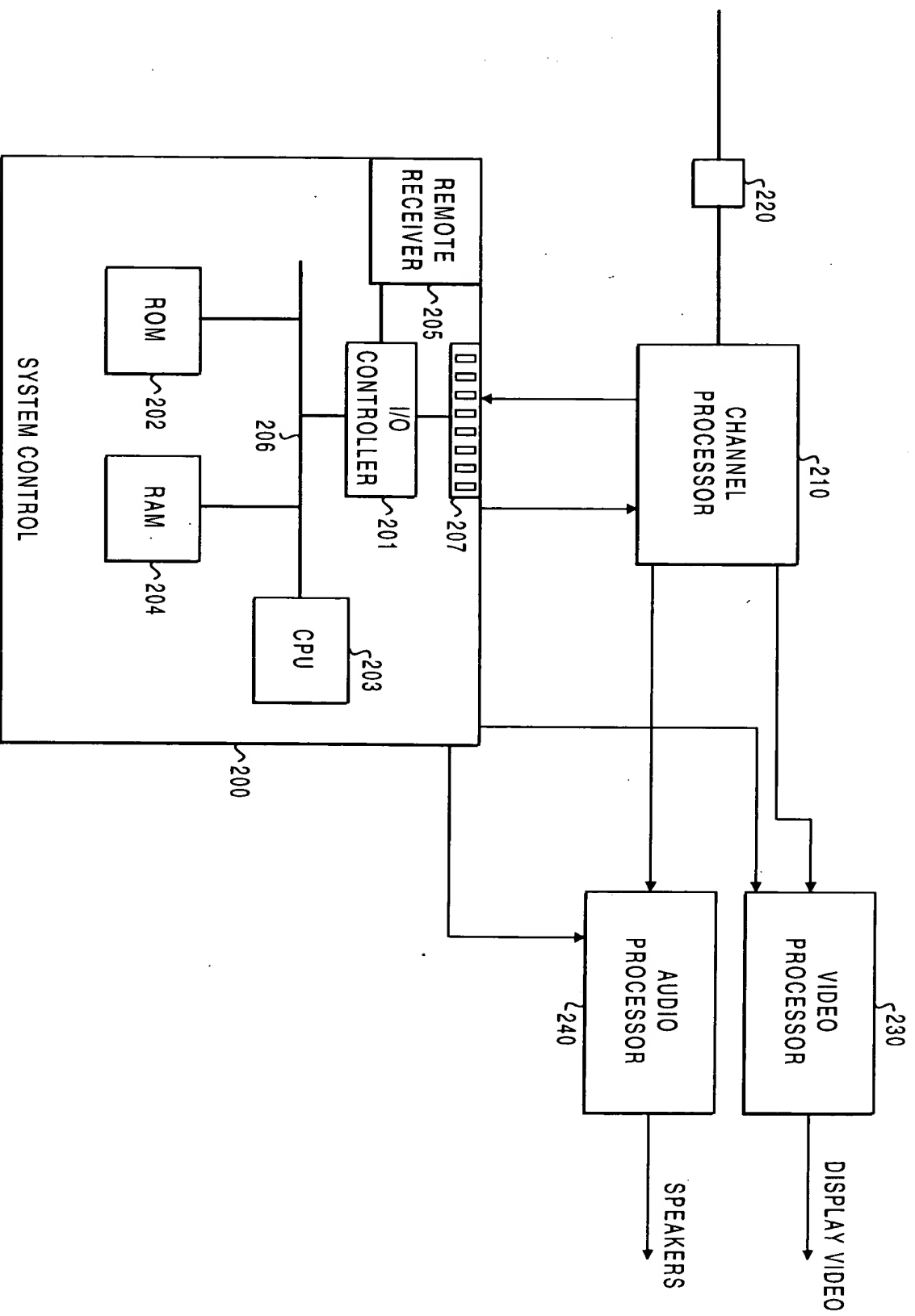


FIG. 2

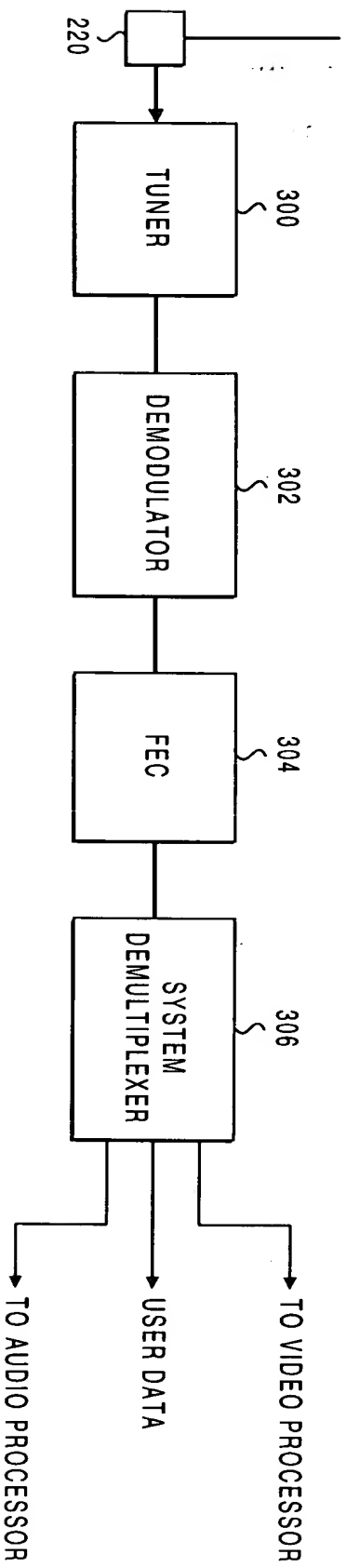


FIG. 3

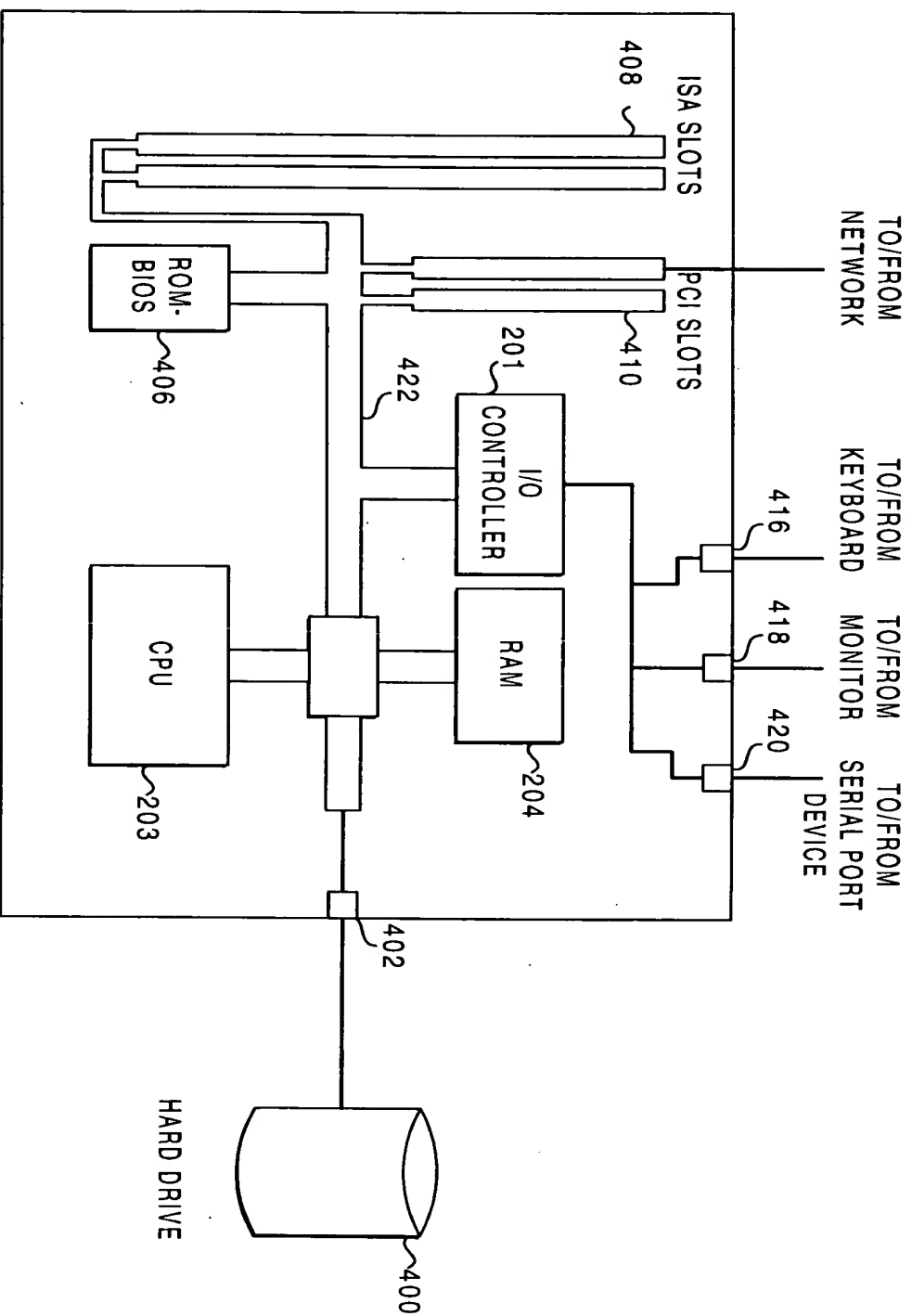


FIG. 4

VOLUME/ON/OFF

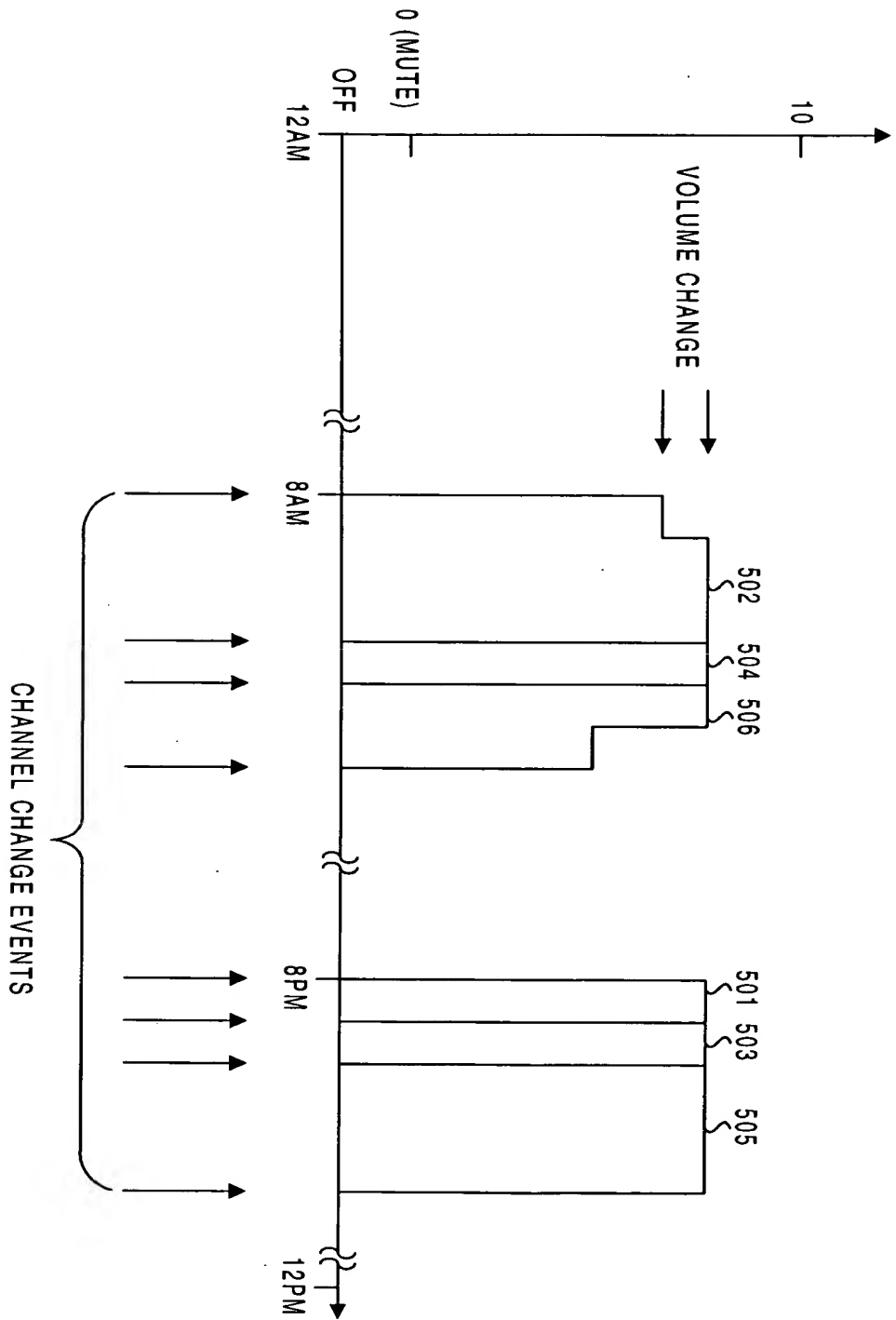


FIG. 5

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602		604		603		601
TIME		CHANNEL ID	PROGRAM TITLE		VOLUME	
08:01:25AM		06	"MORNING TV"		5/10	
08:01:45AM		13	"GOOD MORNING AMERICA"		5/10	
08:03:25AM		13	"GOOD MORNING AMERICA"		6/10	
:						
06:11:25PM		09	"SEINFELD"		5/10	
06:15:23PM		09	"ADVERTISING"		5/10	
06:17:25PM		09	"SEINFELD"		5/10	
06:28:10PM		09	"ADVERTISING"		5/10	
06:30:07PM		52	"LIVING SINGLE"		5/10	
:						

FIG. 6

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700		702	704	706
TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME	
MORNING (6AM-9AM)	61	2	5/10	
MID-DAY (9AM-3PM)	0	0	.	
AFTERNOON (3PM-6PM)	0	0	.	
NIGHT (6PM-10PM)	122	4	6/10	
LATE NIGHT (12AM-6AM)	0	0	.	
TOTAL	183	6	5.7/10	

FIG. 7

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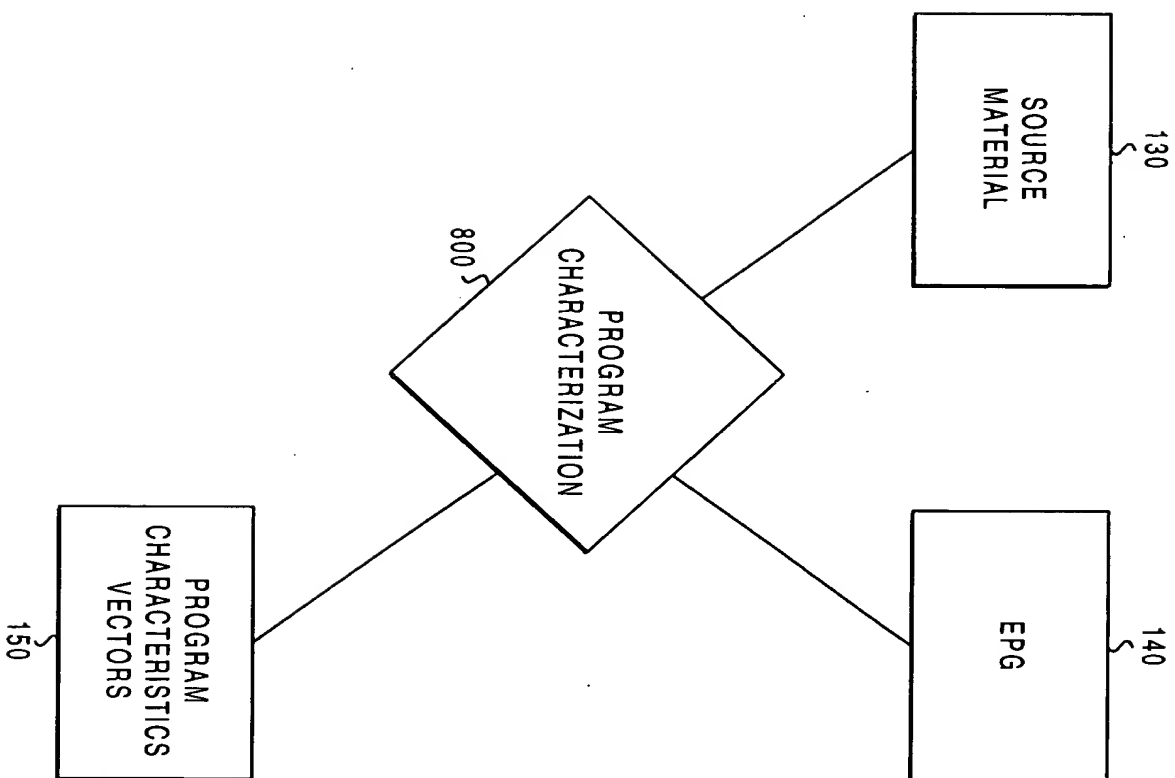


FIG. 8A

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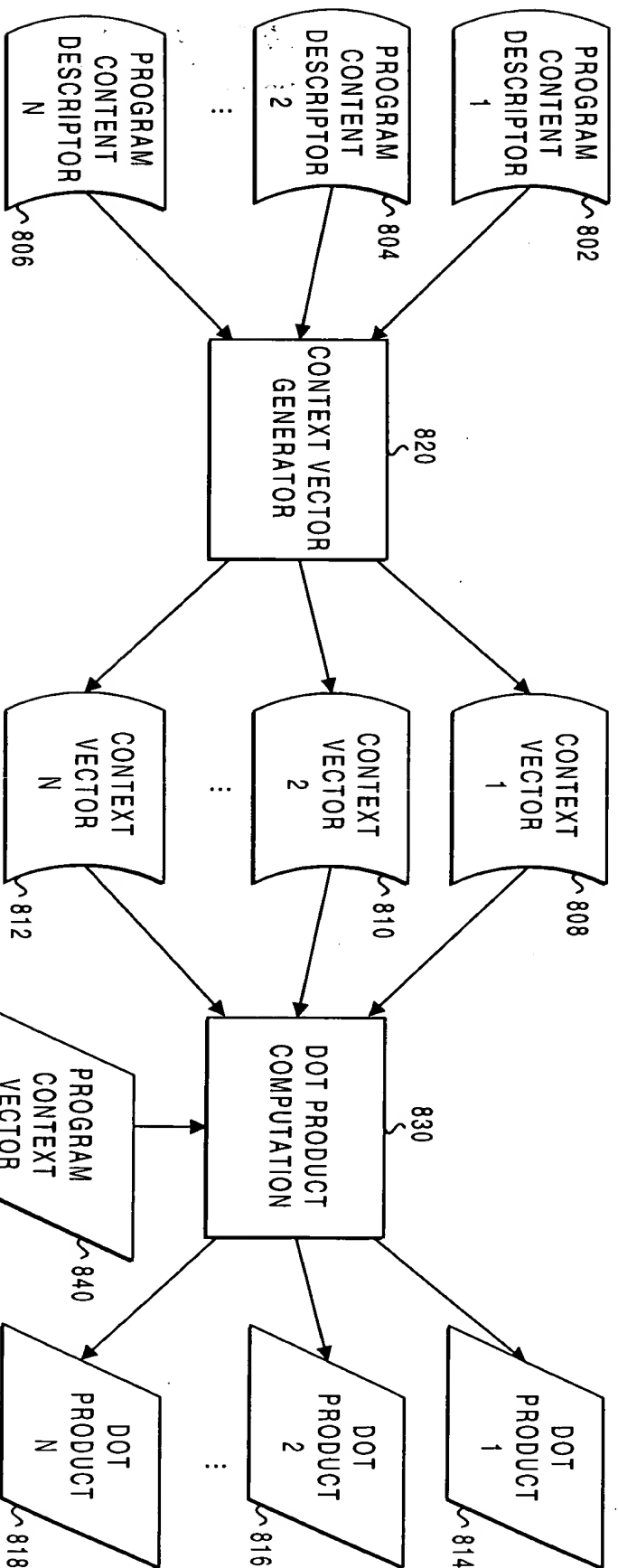


FIG. 8B

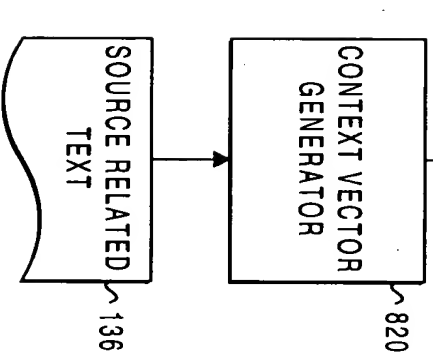


FIG. 9C

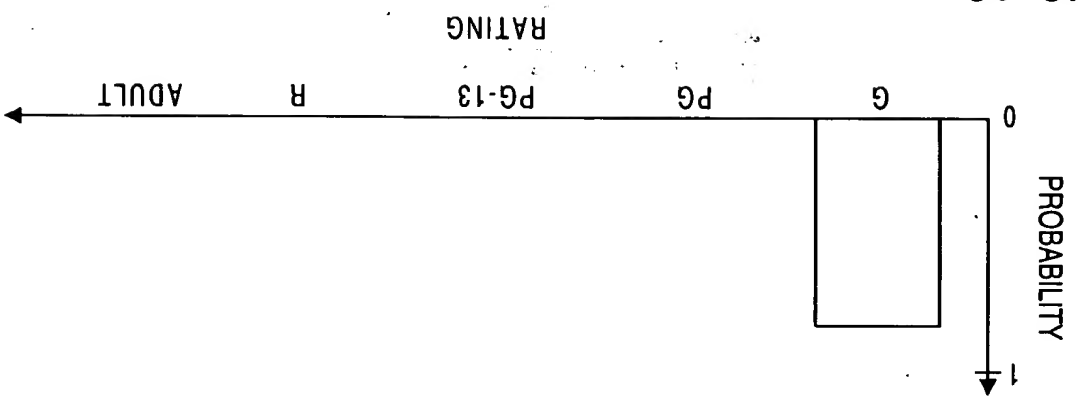


FIG. 9B

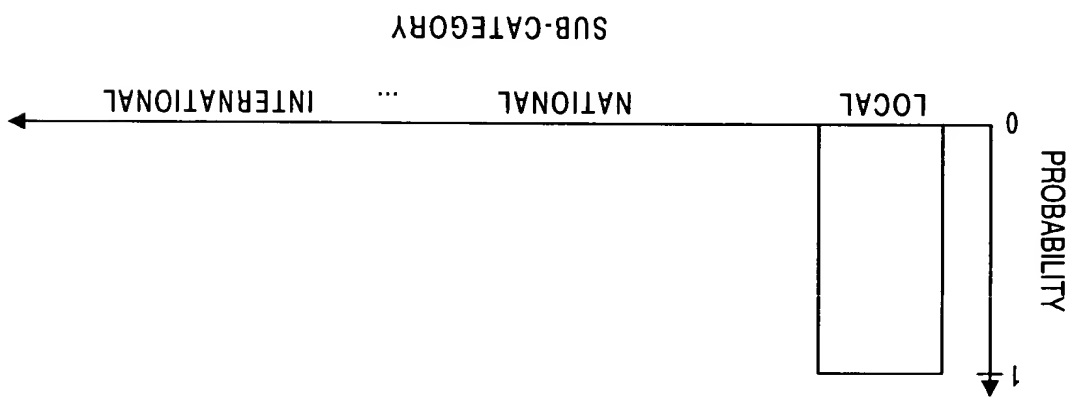
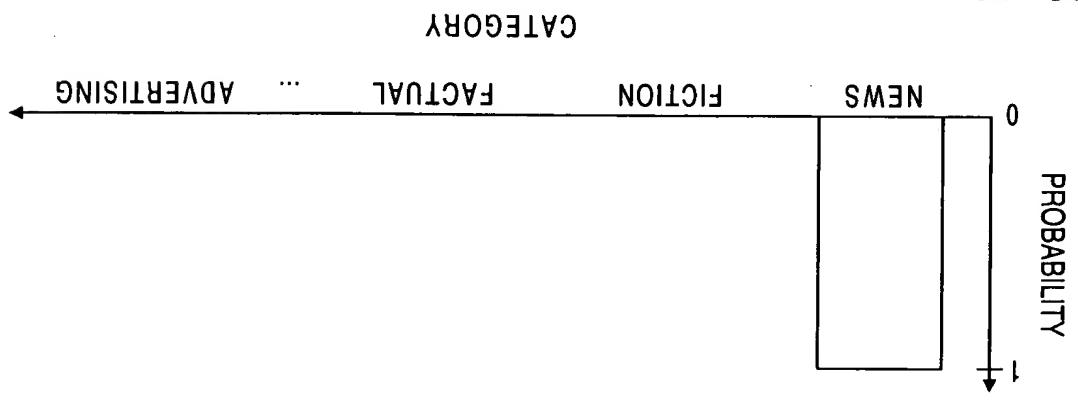


FIG. 9A



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FIG. 9F

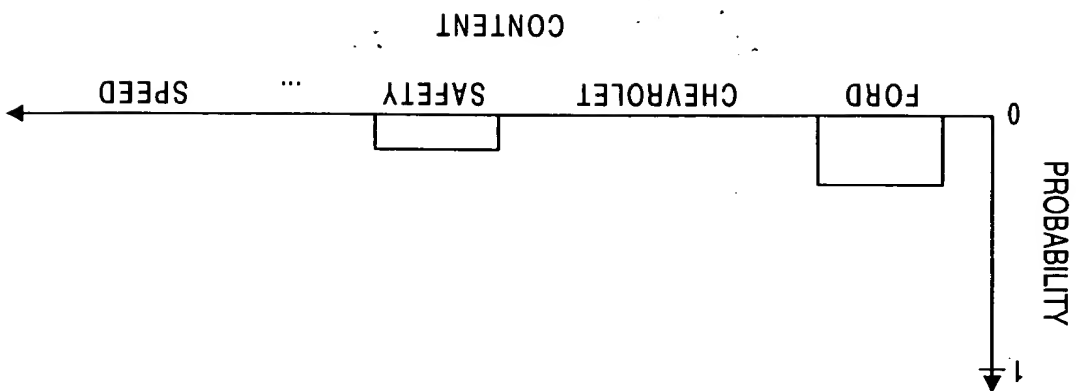


FIG. 9E

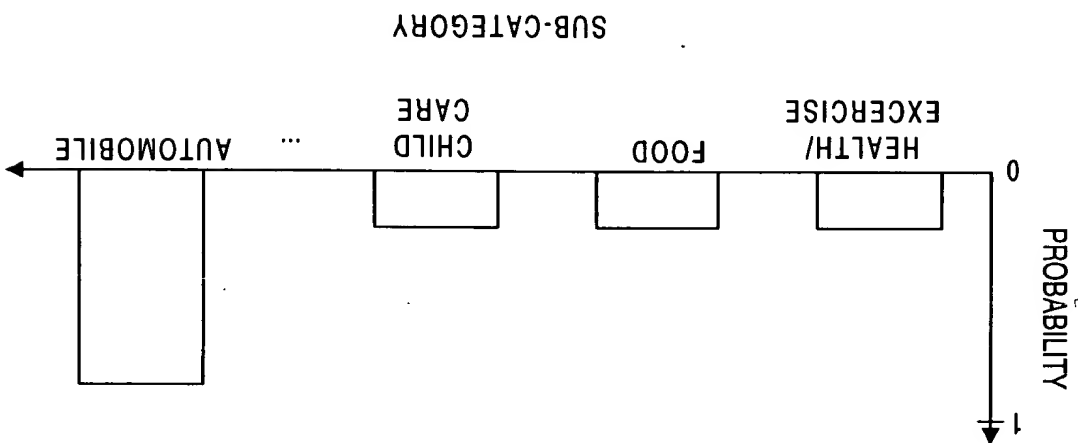
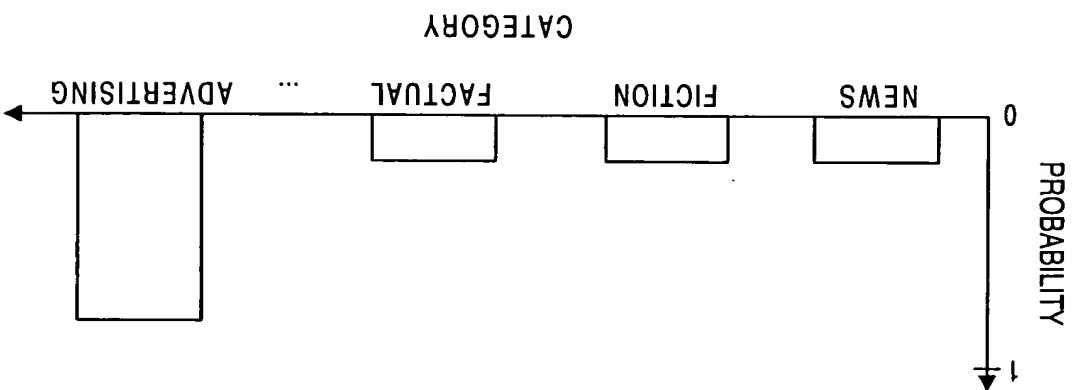


FIG. 9D



1030
YOUNG MEN CHANGE CHANNELS
MORE OFTEN THAN YOUNG
WOMEN.

1050
SOAP OPERA "DAYS OF OUR LIVES"
WATCHED GENERALLY BY
HOUSEWIVES.

1010

ANNUAL HOUSEHOLD INCOME	ZAPS ONCE EVERY
<\$15,000	6 MINUTES, 15 SECONDS
\$15-\$24,999	4 MINUTES, 10 SECONDS
\$25-\$49,999	3 MINUTES, 27 SECONDS
\$50-\$74,999	3 MINUTES, 7 SECONDS
\$75,000+	2 MINUTES, 42 SECONDS

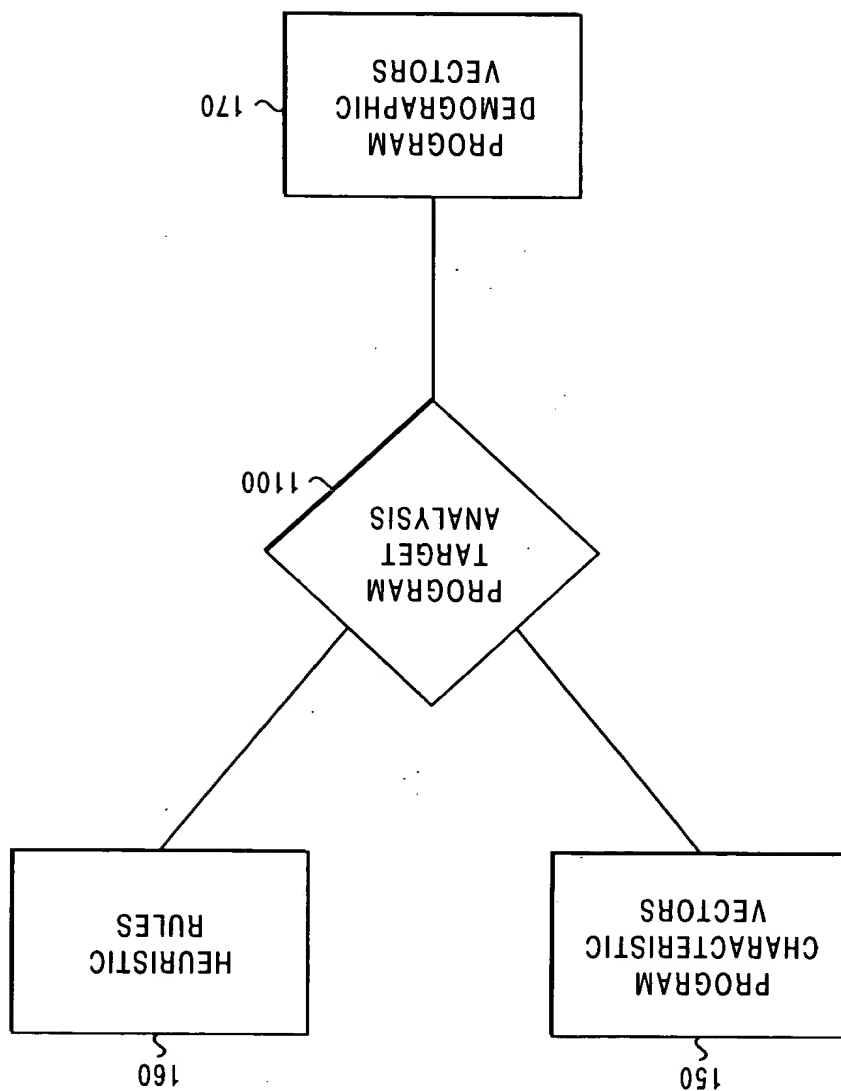
HEURISTIC RULES

FIG. 10A

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DEMOGRAPHIC GROUPS																
AGE				INCOME			SIZE			GENDER						
0-10 10-18 ... >70				0-20K 20-50K ... 50-100K			1 2 ... >5			M F						
CATEGORIES NEWS FICTION FACTUAL : ADVERTISING				0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1	0.3	0.3	0.5	0.7
				0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.2	0.1	0.8	0.2	
				0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.2	0.4	0.4	0.6	
				0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3	0.5	0.5		
				0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3	0.5	0.5		

FIG. 11



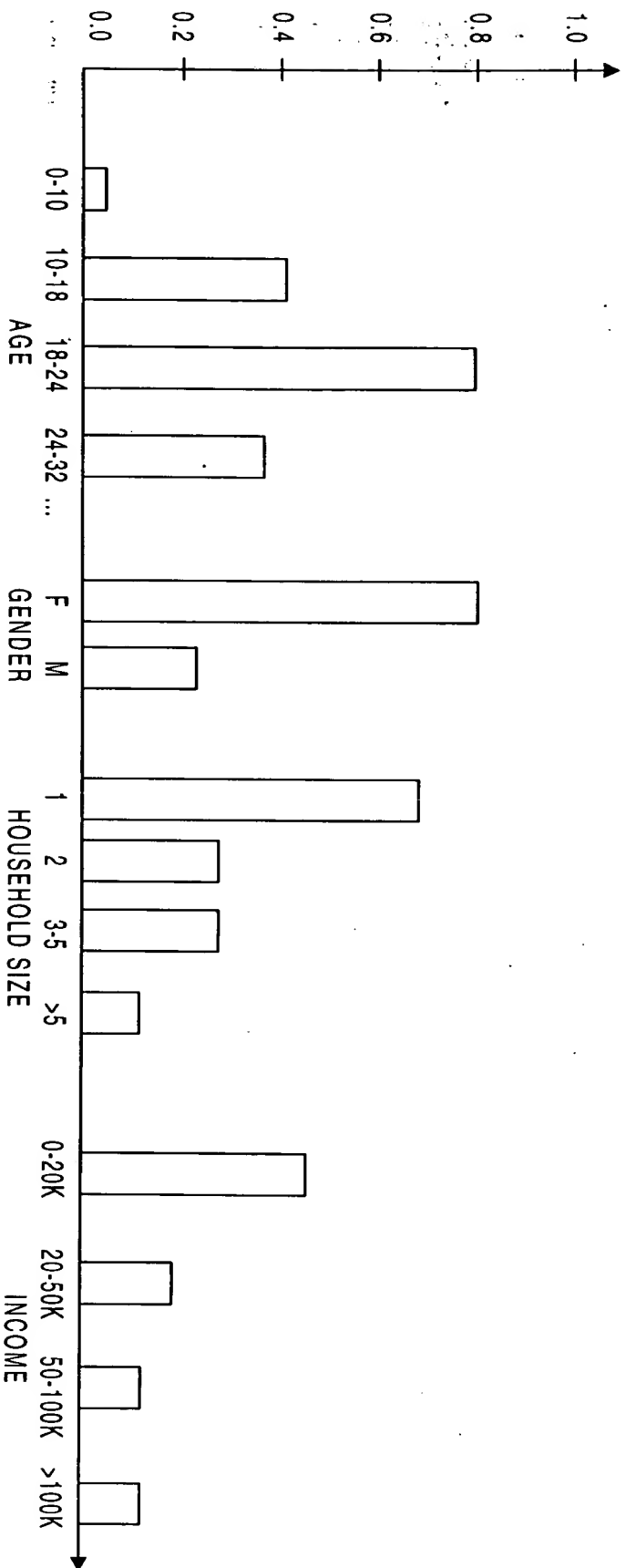
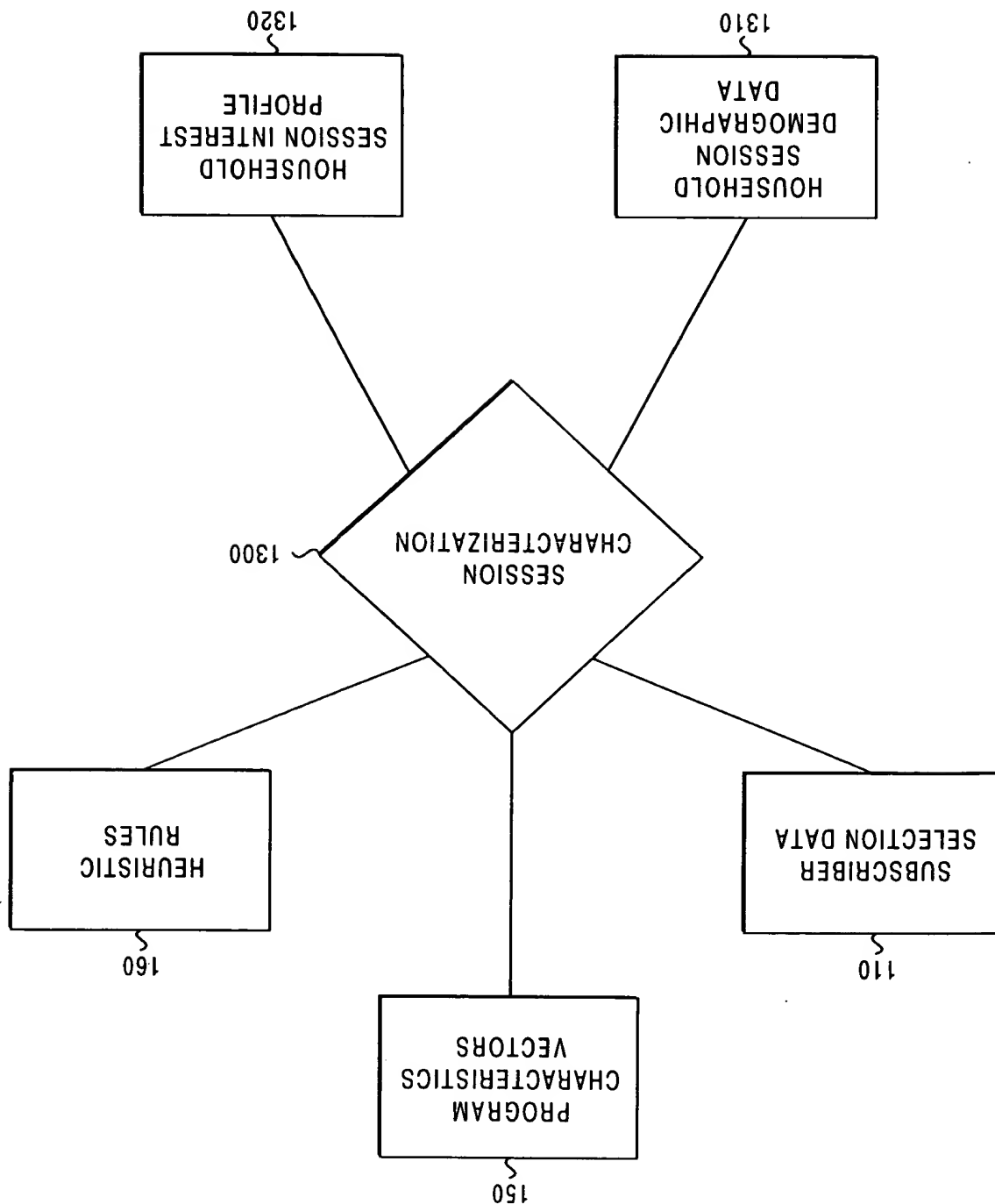


FIG. 12

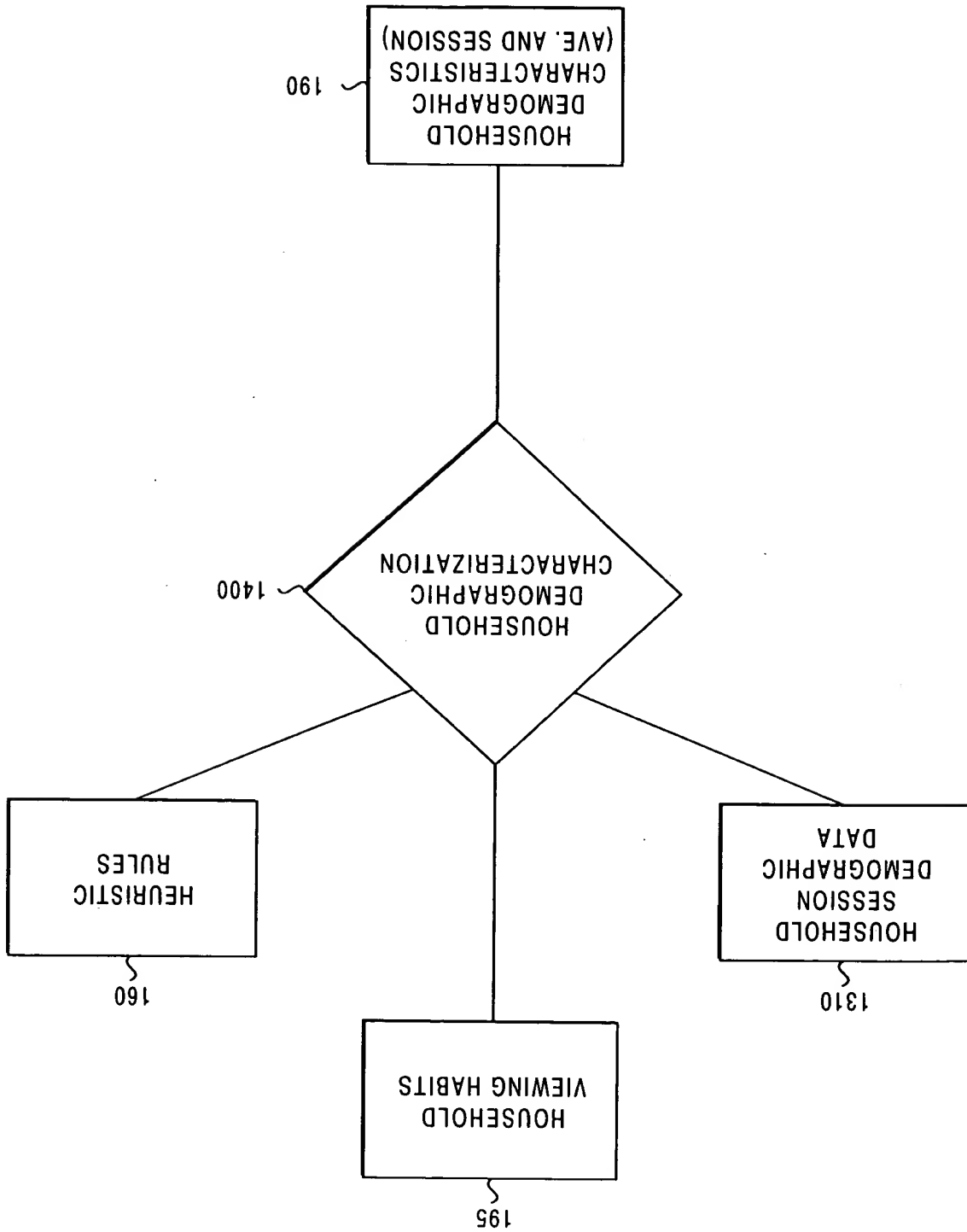
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FIG. 13



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FIG. 14



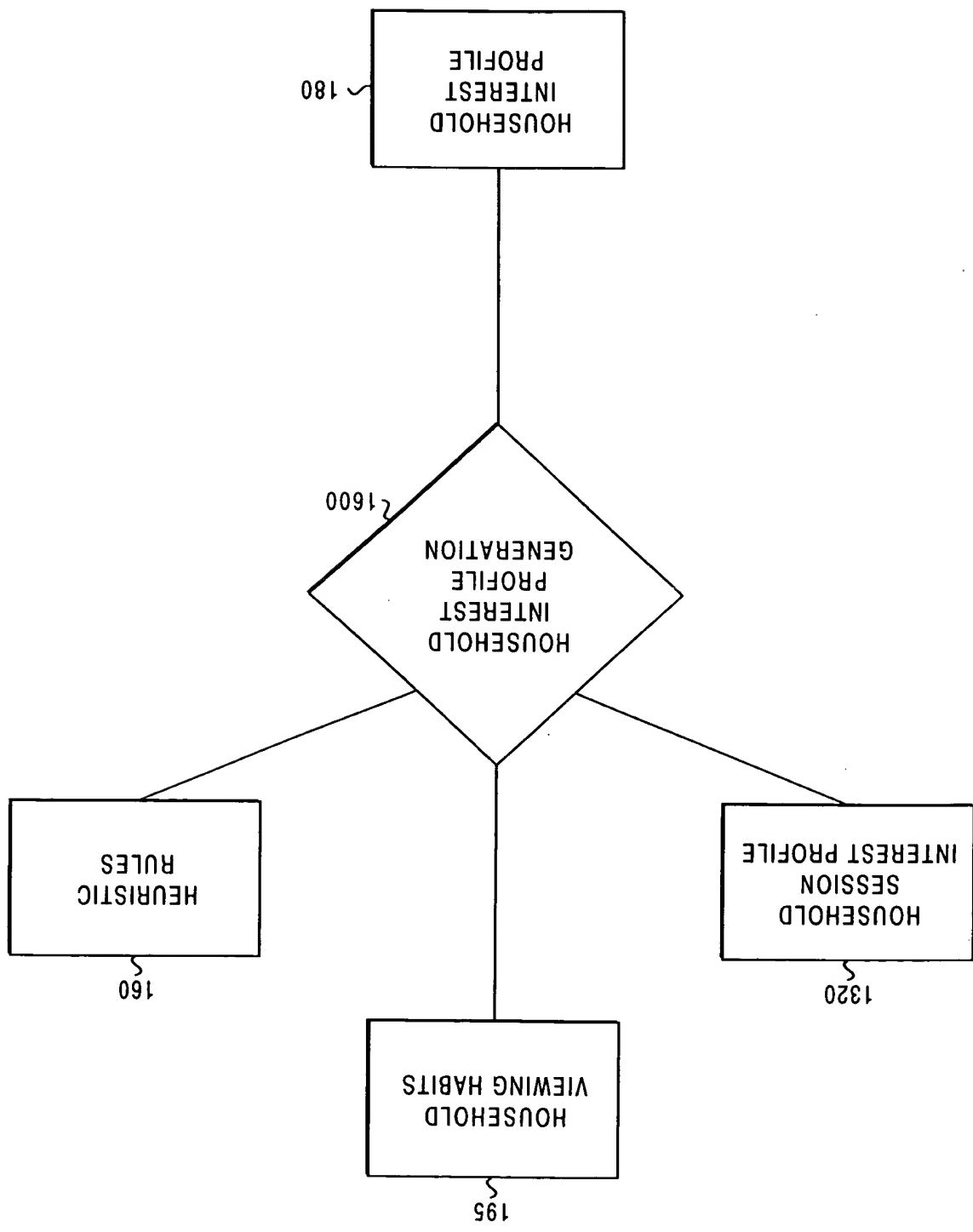
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FIG. 15

1501	HOUSEHOLD PARAMETER	SIZE AGE SEX (FEMALE=1) INCOME (\$0-\$20K) INCOME (\$20-\$50K) INCOME (\$50-\$100K) INCOME (>\$100K) ZIP CODE TELEPHONE NUMBER	2.6 23.5 0.6 0.1 0.6 0.1 0.7 0.1 0.1 0.1	3.0 12 0.7 0.1 0.7 0.1 0.1 0.1 0.1 0.1	YES YES YES YES YES YES YES YES NO NO NO
1505	AVERAGE VALUE				
1503	SESSION VALUE				
1507	UPDATE?				

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FIG. 16



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FIG. 17

1701	HOUSEHOLD INTEREST	1703	AVERAGE VALUE	1705	SESSION VALUE	1707		1709	
						PRODUCTS	PROGRAMMING		
						0.20	0.20	0.10	0.10
						0.20	0.20	0.10	0.25
						0.30	0.20	0.10	0.30
						0.05	0		
							0.6		
							0.2		
							0.1		
							0.3		
							0.0		
							0.0		
							0.1		
							0.2		
							0.6		
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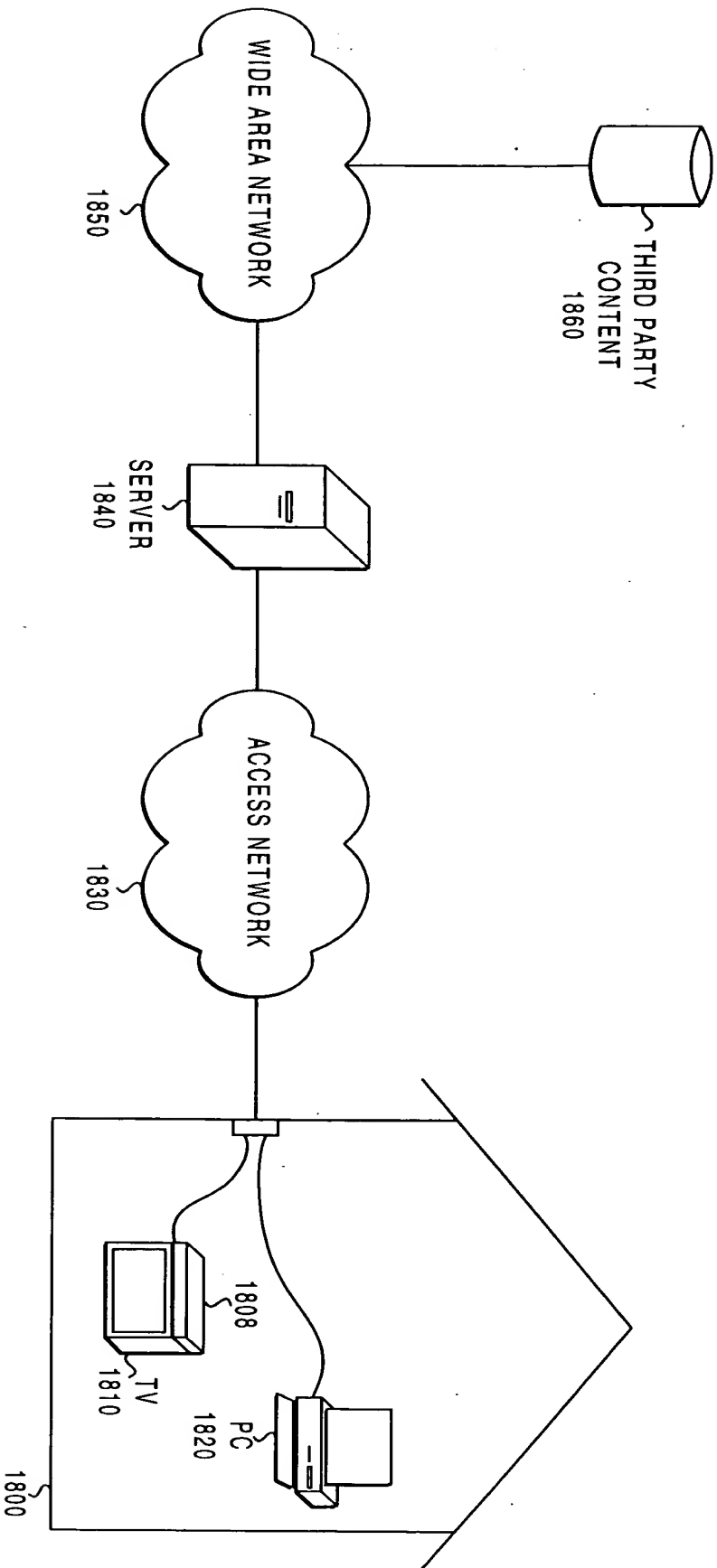


FIG. 18